

REQUEST FOR PROPOSALS

New York State Browfield Opportunity Area Step 2 - Nomination Phase



BULL'S HEAD NEIGHBORHOOD

**City of Rochester - Department of
Neighborhood & Business Development**

Believe.



**City of Rochester, NY
Lovely A. Warren, Mayor
Rochester City Council**

CITY OF ROCHESTER

REQUEST FOR PROPOSALS

New York State Brownfield Opportunity Area Step 2 - Nomination Phase Consulting Services For the Bull's Head Neighborhood

June 22, 2015

ISSUED FOR: Bull's Head Brown Field Opportunity Area (BOA)
Step 2 – Nomination Phase Study

ISSUED BY: City of Rochester
Neighborhood and Business Development
City Hall, Room 005A
30 Church Street
Rochester, New York 14614

**SUBMISSION
DEADLINE:** 4:30 p.m., Monday, July 27, 2015

CONTACT: Richard Rynski,
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CITY OF ROCHESTER

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Step 2 - Nomination Phase Consulting Services
For the Bull's Head Neighborhood**

JUNE 22, 2015

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I. INTRODUCTION

The City of Rochester is seeking to engage qualified consultant services to assist the City in the development of a Brownfield Opportunity Area (BOA) Nomination for a core area on the city's west side known locally as "Bull's Head".

Bull's Head marks the historic western gateway to downtown where West Main Street, Brown Street, West Avenue, Chili Avenue and Genesee Street all converge. The BOA study area consists of approximately 188 acres and is characterized by a disproportionately high percentage of vacant buildings and lots, documented and suspected environmental concerns for over 150 sites, low property values and overall disinvestment. The proposed BOA area is generally bounded on the north by the CSX railroad, on the east by properties on the east side of Jefferson Avenue, on the south by properties on the south side on West Main Street and West Avenue, and on the west by property on the west side of Ames Street.

In 2012, the City together with co-applicant Sector 4 Community Development Corporation, (Sector 4 CDC) submitted the Bull's Head BOA Step 2 Nomination grant application to the New York State Department of State (DOS). The City received award of the \$284,745 BOA Step 2 Nomination planning grant in 2013. The BOA Prenomination Study with detailed site background was included in the grant application and can be found at the City of Rochester's website under the project title "Bull's Head Brownfield Opportunity Area" – attached as **Exhibit A**.

The objective of the Bull's Head BOA Step 2 project is to create and implement a revitalization plan to reposition the Bull's Head neighborhood as a vital community with enhanced job/business opportunities, quality housing and improved public amenities.

II. BACKGROUND

As originally presented in the Bull's Head BOA Nomination grant application, the City will be simultaneously pursuing two separate yet related planning efforts (tracks), each associated with a specific boundary. Planning for the over-all Bull's Head BOA boundary is one track. The other track includes continued redevelopment planning for a sub-area within the over-all BOA boundary. See map of the two boundaries below.



Planning for the Bull's Head Over-all BOA Boundary:

As a prominent gateway to the city's west side, Bull's Head has been identified by the City as a priority area for neighborhood revitalization. In order to best direct the revitalization of Bull's Head, the City will complete a BOA Step 2 Nomination and associated Revitalization Plan. Of major importance is gaining acceptance of a cohesive vision by multiple neighborhood organizations and stakeholders, and use of the Revitalization Plan in moving forward the revitalization of Bull's Head. The Revitalization Plan will be the culmination of a planning process with various associated analytical studies, all of which are included in the consultant's scope of work outlined below.

The Revitalization Plan will provide an in-depth and thorough description and analysis of existing conditions, opportunities, and reuse potential for properties located in the proposed BOA with an emphasis on the identification and reuse potential of strategic sites that are catalysts for revitalization. Key project objectives include:

- Identifying and providing a clear description and justification of a manageable study area and associated boundaries.

- Establishing a community participation process, including a clear description of a community vision and associated goals and objectives for the study area, and techniques to enlist partners.
- Completing a comprehensive land use assessment and analysis of existing conditions in the study area, including an economic and market trends analysis, to determine the range of realistic future uses and types of redevelopment projects to revitalize the study area.
- Identifying strategic sites that represent key redevelopment opportunities and fully examining their redevelopment potential.
- Based on the analysis, a description of key findings and recommendations for future uses and other actions for redevelopment and community revitalization.
- Providing a series of key recommendations to serve as the basis for project implementation activities.

Planning for the Bull's Head Redevelopment Sub-Area

In 2009, the City undertook a public planning process for the above referenced sub-area. Various analyses and neighborhood visioning efforts were completed during that process. A finalized redevelopment plan was not however, included among the various outcomes derived from that planning process. As part of the Bull's Head BOA project, concepts discussed during that process will be reviewed as context for the ensuing planning process for redevelopment of the sub-area. Accordingly, redevelopment planning for the sub-area will essentially pick up where it left off prior to the Bull's Head BOA Nomination grant application.

Key objectives for redevelopment planning of the sub-area include:

- Completing updated redevelopment planning related analyses.
- Finalizing a redevelopment plan to be included in the over-all BOA Revitalization Plan.
- Creating an urban renewal plan and associated urban renewal district.

The BOA Prenomination Study includes portions of the work previously completed for the sub-area that was presented to the public. **Any other documentation/materials related to Bull's Head planning work completed prior to the BOA application (whether cited in the Prenomination Study or not) will be made available and will be considered, as per the discretion of the City, after the consultant has been selected and is under contract with the City for the project.**

III. BOA CONSULTANT SCOPE OF SERVICES

The City has identified the following Consultant scope of services tasks from the approved BOA work plan – attached as **Exhibit B**:

Component 1: Project Start-up

Tasks 1.6 and 1.7

The Consultant will participate in an initial project scoping session, develop the project outline for review by the City and the DOS, prepare and distribute meeting summaries and the project outline as identified in the approved work plan.

Component 2: Capacity Building

Tasks 2.1

In the event that the City will be participating in project related interagency workshops as described in the approved work plan, the Consultant will assist the City in preparing any required materials for the workshops.

Component 3: Community Participation and Techniques to Enlist Partners

The Consultant will assist the City and the Sector 4 CDC in efforts to inform and work with potential project partners as well as prepare the required community participation plan and summary of techniques to involve partners.

Please note that a portion of the BOA grant has been allocated for professional services to be provided by the Sector 4 CDC. The Sector 4 CDC will undertake a variety of civic-engagement oriented project tasks including assistance in community outreach/recruitment, community meeting coordination & facilitation, notification and documentation of project meetings, project document reposition for public access, project data collection and inventory of community stakeholders. Once selected/authorized by City Council, the Consultant will participate in project coordination meetings with the City and the Sector 4 CDC to delineate specific tasks/roles for each party.

Component 4: Draft Revitalization Plan

The Consultant will be responsible for preparation of Sections 1, 2, and 3 of the Draft Revitalization Plan and all associated work products and mapping. The Consultant will assist the City in preparing an urban renewal plan for the Sub-Area referenced in Section II. Background of this RFP. The completed urban renewal plan will be included in the Draft Revitalization Plan prepared for the over-all Bull's Head BOA. The City will provide available plans, reports and documents for the Consultant to consider in the analysis and preparation of the required project documents.

During the performance of the Economic and Market Trends Analysis the Consultant will complete analyses for the over-all Bull's Head BOA as well as for the Sub-Area. The analyses will need to evaluate the conditions, and opportunities that currently and in the future will likely affect the over-all Bull's Head BOA and the Sub-Area. The Consultant shall ensure that the economic and real estate analyses are based on sound, local data, and identify those entities most likely to locate and invest within the BOA and the Sub-Area.

The Bull's Head BOA Draft Revitalization Plan and the Sub-Area urban renewal plan shall include sufficient descriptions and graphic materials to establish an illustrative master plan for identified and recommended interim and future land uses, recommended zoning requirements and changes, strategic brownfield site reuse and redevelopment opportunities, and recommended infrastructure improvements.

Component 5: Completion and Distribution of the Draft Revitalization Plan

The Consultant will assist the City in completing an initial Draft Revitalization Plan and Executive Summary. Upon review and comment by the DOS, the Consultant will assist the City in completing a Draft Revitalization Plan and Executive Summary reflecting the comments received by the DOS.

Component 6: Final Revitalization Plan and Advancing to BOA Program Step 3

The Consultant will assist the City in preparing a final Revitalization Plan and an application to complete an Implementation Strategy. The Consultant will also assist the City in preparing a Site Assessment form for each strategic brownfield site as applicable.

Component 7: NYS Environmental Quality Review

Task 7.1 and support to the City for Task 7.4

Component 8: Project Reporting

The Consultant shall be responsible for preparing project reporting for City review and approval as required during the course of the project.

Meetings:

For purposes of submitting a proposal the Consultant shall assume it will be required to attend the following project meetings:

- Eight (8) Quarterly Coordination Meetings with the City Project Staff & NYSDOS representative
- Eight (8) Quarterly Project Steering Committee Meetings
- Six (6) Neighborhood Meetings

IV. MWBE REQUIREMENTS

In compliance with Article 15-A of the New York State Executive Law, and as required by the DOS, the Consultant's contract shall include business participation goals for minorities and women. The Minority and Women-owned Business Enterprises (MWBE) goals for this contract include an overall goal of 20% for MWBE participation, and a minimum of 10% each for both

Minority-owned Business Enterprises (MBE) and Women-Owned Business Enterprises (WBE) categories. The % of participation shall be defined as the percentage of the total grant amount of \$284,745 reduced by \$40,000 allocated for services to be provided by Sector 4 CDC (a non-profit organization and Bull's Head BOA grant co-applicant). MWBEs on the project are defined as NYS Certified MWBEs listed on the NYS directory found at the following internet address: <http://www.esd.ny.gov/mwbe.html>

V. PROJECT DOCUMENTATION REQUIREMENTS

The Consultant shall submit all required documentation in hardcopy format and as an electronic copy submitted on a labeled CD or DVD in Microsoft Word and Acrobat® Portable Document Format - PDF (created using 300 dpi scanning resolution).

Electronic data for all Geographic Information System-based mapping products must be included in ArcGIS format.

Electronic data for all designs, drawings, and plans must be submitted in the original software that they were created (such as CAD format) as well as in JPEG or GIF format.

Electronic data for all pictures and photographs must be submitted in JPG or GIF format.

All documents distributed for the project must include the following attribution: "This (document, report, map, etc.) was prepared for the City of Rochester and the New York State Department of State with state funds provided through the Brownfield Opportunity Areas Program."

Additional requirements for project documentation as required by the DOS, will apply and will be discussed in further detail with the selected consultant before the project commences. All applicable documentation requirements are included in the City's Master Contract with the DOS.

VI. ISSUING OFFICE / PROJECT MANAGEMENT

The City's Department of Neighborhood and Business Development (NBD) is the Issuing Office for the RFP and is responsible for management of the Bull's Head BOA planning project with continuous participation of other City agencies, neighborhood organizations and stakeholders including but not limited to those to serve on the project Advisory Committee.

The project will include on-going coordination with the City's Division of Environmental Quality (DEQ) in the Department of Environmental Services. Mark Gregor, Manager of the Division of Environmental Quality is the City's BOA Grants Administrator and the DEQ will be involved in consultant invoice payments, grant reporting and compliance and grant reimbursement.

Rick Rynski, Sr. Economic Development Specialist, NBD, will serve as the project manager and point person of contact during the consultant selection and planning process. All correspondence, questions, submissions, etc., related to this project should be addressed to:

Rick Rynski, Sr. Economic Development Specialist
Neighborhood and Business Development
City Hall, Room 005A
30 Church Street
Rochester, New York 14614
Telephone: 585-428-6932
Email: rynskir@cityofrochester.gov

VII. PROPOSAL CONTENT / SUBMITTAL REQUIREMENTS

Proposals should provide a clear and concise methodology for satisfying the required tasks within the scope of this RFP. The proposals should outline the respondent's qualifications to complete the project. Proposals may include background, unique qualifications, relevant project information, previous awards, references, and other information that may support the response.

The City will not be limited solely by the information provided by the respondent by the submission due date. Additional information or modifications to proposals may be requested by the City. Respondents are required to submit the following information to enable the City to consider each proposal:

A. General Information

- i. Name, address, e-mail address, telephone number, fax number and title of contact person for the respondent.
- ii. Company Name, Type of Business (i.e., corporation, limited liability company, partnership, sole proprietorship, etc.) and Tax ID number of respondent.

B. Narrative Statement and Project Approach

Provide a narrative description of four pages or less describing your firm or team's approach toward the development of the Bull's Head BOA Nomination Study and why the City of Rochester should consider your firm for BOA nomination phase services. The project approach should not repeat the requirements of the BOA Work Plan or Section III. of this RFP. Rather, the Narrative Statement and Project Approach should demonstrate the respondent's understanding of the primary Bull's Head BOA issues and opportunities. The respondent should outline its approach toward implementing the project and identify key tasks, project activities, and decisions. In addition to the four page narrative, the respondent should also include a narrative or listing of any assumptions made in the preparation of the proposal.

C. Project Staff

The proposal must include resumes of the proposed respondent's project manager and those individuals who would provide the BOA consulting services discussed in Section III. Distinguish between in-house and proposed subconsultant services. If possible and where applicable, please provide the names and qualifications of subconsultants that your firm anticipates would be used for project services. Provide a basic project organizational

chart, and identify the geographic location of the personnel and offices providing specific services and areas of expertise. By identifying and presenting the qualifications of staff, the respondent is indicating its intention to assign these individuals to work with the City on the project.

D. Experience and Capabilities

Provide individual resumes and a description of your firm/project team's experience and capabilities with:

i. **The NYS Department of State Brownfield Opportunity Area program**

Indicate the number and types of BOA projects that your firm or project team has or is currently undertaking. For each project identify the BOA project municipal or nonprofit client with a contact person and telephone number. Provide information on your firm's roles and responsibilities for the identified BOA project(s). Provide a more detailed written case study or example of a BOA project that your firm has undertaken with the most similarity to the Bull's Head BOA project. Include descriptions of the type of economic and real estate analysis completed for any cited BOA project(s).

Indicate any experience your firm or project team has with NYS environmental clean-up programs such as the NYS Department of Environmental Conservation's Voluntary and Brownfield Cleanup Program and indicate specific cleanup projects that were leveraged by or otherwise related to established BOA's and the BOA program.

ii. **Municipal and Institutional Neighborhood/Master Planning**

Indicate the number and types of neighborhood/master planning projects that your firm or project team has or is currently undertaking including your firm's roles and responsibilities in such projects. Identify relevant experience with land use planning for blighted urban areas with environmental impairments. Provide the name and telephone number for the appropriate contact person for those projects identified.

E. References

Provide up to three references for your firm or project team that can attest to the performance and quality of work provided for the BOA scope of services identified in Section III. Provide names, organizational affiliations, and phone number for each reference. At least one reference should demonstrate the teams' experience in relevant urban neighborhood development planning and ability to work with neighborhood organizations.

F. Fee Proposal

The fee is to be based on a cost plus fixed fee contract structure. Each fee proposal must include the following items:

- i. A summary table indicating for each Component from Section III. of this RFP: (1) direct and indirect labor expenses; (2) the proposed fixed fee amount and the percentage of the total proposed project budget that the fee represents; (3) proposed direct expenses and equipment charges, if any; and (4) any proposed subcontractor charges.
- ii. In addition, provide detail tables presenting itemized costs for 1,3, and 4 above. The detail tables must be presented according to the same project tasks identified in Section III. The detailed labor cost table must show estimated staff titles, hours, rates and costs by project tasks.
- iii. All assumptions regarding the project tasks/roles for the Consultant and the Sector 4 CDC.

G. Scheduling and Workload

Provide a proposed project schedule and indicate a commitment that your team could provide for the BOA project. Please provide a statement indicating your capacity to provide all necessary services given current and projected workloads over the next 24 months.

H. MWBE Goals

Provide a completed MWBE Utilization Plan (attached as **Exhibit C**) indicating what MWBE firms will be utilized – and how they will be utilized - to achieve the MWBE goals listed in Section IV of this RFP.

Eight (8) hardcopies and one (1) pdf copy of your response to the RFP shall be received by the City by the Submission Deadline: 4:30 pm, Monday, July 27, 2015.

Please submit responses to:

**Rick Rynski
Neighborhood and Business Development
City Hall, Room 005a
30 Church Street
Rochester, New York 14614**

VIII. PROPOSAL EVALUATION / SELECTION PROCESS

The City will convene a Proposal Review Team comprised of various departmental staff to, in consultation with the DOS, review all submissions. A Short List of no more than three (3) respondents deemed most qualified for the project will be selected for in-person interviews. The Short Listed respondents will be notified in writing and will be requested to attend interviews conducted by the City's Proposal Review Team. All respondents will be notified in writing as to the status of the selection process subsequent to establishing the Short List. Following the interviews, the respondent deemed best qualified for the project will be referred to the DOS for approval and subsequently recommended to City Council. All Short Listed respondents will be notified in writing as to the results of the final selection.

Selection of the best qualified respondent will be based upon, but not limited to, the following criteria:

- Quality and completeness of the proposal
- Team composition with resumes for all key team members
- Understanding of the project objectives and related tasks
- Understanding of the existing neighborhood context
- Experience in relevant urban neighborhood development planning and ability to work with neighborhood organizations
- Demonstrated success in creative, realistic and implementable development plans
- Demonstrated ability to identify and foster project partnerships for implementation
- Proposed project fee
- Proposed project schedule

The City may, when awarding professional services agreements, give preference to organizations located within the City of Rochester. The use of individuals or companies located in the City of Rochester as subcontractors or sub consultants is also encouraged.

Following selection of the preferred respondent with approval from DOS, the City intends to negotiate a detailed scope of services, project schedule and fee for services. The City will then recommend to City Council for their consideration, an action authorizing the City to enter into a professional services agreement with the preferred respondent.

IX. RIGHTS RESERVED

Should it become necessary to revise any part of this RFP, provide additional information necessary to adequately interpret provisions and requirements of this RFP, or respond to written inquiries concerning the RFP, the City reserves the right to issue an Addendum to the RFP to all respondents who received the initial RFP.

The City reserves the right to extend the Submission Deadline by a reasonable time.

The City reserves the right in its sole discretion to recommend the award of a contract related to this RFP based upon the written responses received by the City without prior discussion or negotiation with respect to those responses. Any contract awarded in connection with this RFP will be subject to approvals as required by the DOS and the City, including final authorization by the Rochester City Council.

The City reserves the right to accept or reject any and all responses, at its sole discretion, received as a result of this RFP, to waive minor irregularities, and to conduct discussions with all responsible respondents, in any manner necessary, to serve the best interest of the City of Rochester in completing the Bull's Head BOA Step-2 Nomination Phase Study.

The City reserves the right to request additional information from any or all prospective respondents, if necessary, to clarify that which is contained in the responses.

**END OF RFP
(EXHIBITS follow)**